

## **Historic, Archive Document**

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# LEACH'S NURSERIES

RIVERTON, N. J.

Nine Miles from Philadelphia

(U. S. Route 130) New Jersey Route 25

## PROPAGATORS AND GROWERS OF AZALEAS for FORCING and GROWING ON

Wholesale Prices for 1941-1942

### DISCUSSION OF FORCING VARIETIES

Azaleas can be had in bloom under glass for Christmas and on through the season until Mothers' Day.

Please note that letters precede the name of each variety as listed below. These letters preceding the variety names signify the comparative flowering dates, (E) being the earliest, (Ex L) the latest.

Coral Bell, for instance, preceded by the letters (E), (M) and (L) means that this variety can be forced for Christmas and Valentine's Day or be held cool for Easter.

For Christmas bloom order varieties marked (E).

For Valentine's Day bloom order varieties marked (E) or (M).

For Easter bloom order varieties (E) (M) or (L).

For Mothers' Day bloom order varieties marked (Ex L).

The chart on the third page of this folder, giving temperatures and forcing directions is also based on the letters preceding each variety name.

### 50,000 Pot-grown Azaleas for Christmas Forcing

All pot-grown especially for even, easy Xmas flowering.

E. FRED SANDERS (red) .....	4 in. pots @ 50c each
E. PAUL SCHAMPE (salmon red) .....	4 in. pots @ 50c each
E. SIMON MARDNER (deep rose) .....	4 in. pots @ 60c each
E. HEXE (red) .....	4 in. pots @ 50c each
E. HEXE (red) .....	5 in. pots @ 75c each
E. CORAL BELL .....	3 in. pots @ 25c each
E. CORAL BELL .....	4 in. pots @ 45c each
E. CORAL BELL .....	5 in. pots @ 75c each

The prices given under each variety are based on an order for not less than 25 plants. You can order 25 or more of one size or one variety, or you can send an order mixed up to suit yourself as to varieties and sizes, but the number of plants in the order must be not less than a total of 25 to secure the prices listed. If less than 25 plants are ordered add 10% to the listed prices.

ALL PRICES NET—DO NOT DISCOUNT

*Send for our list of Rooted Cuttings*

# 175,000 Bed-grown Azaleas

All bed-grown plants offered below have a small, compact soil-ball and can be easily slipped into a pot when you receive a shipment. The small soil-ball makes low express charges. O.K. for Valentine's Day, Easter, etc.

M. CORAL BELL .....	for 3 and 4 in. pots — @ 20c and 25c each
M. L. HINODIGERI .....	for 3 and 4 in. pots — @ 20c and 25c each
M. L. SNOW .....	for 3 and 4 in. pots — @ 20c and 25c each
M. L. SALMON BEAUTY .....	for 3 and 4 in. pots — @ 20c and 25c each
M. L. PINK PEARL .....	for 3 and 4 in. pots — @ 20c and 25c each
Ex.L. MADAME PERICAT .....	for 3 and 4 in. pots — @ 20c and 25c each
M. L. SWEET BRIAR .....	for 3 and 4 in. pots — @ 20c and 25c each
M. L. FLAME .....	for 3 and 4 in. pots — @ 20c and 25c each
M. L. SHERWOOD (purple) .....	for 3 and 4 in. pots — @ 20c and 25c each
M. L. ORANGE QUEEN .....	for 3 and 4 in. pots — @ 20c and 25c each

## 2-year Bed-grown Plants

M. L. CORAL BELL .....	7-8 in. @ 45c each: 8-10 in. @ 65c each
M. L. SNOW .....	7-8 in. @ 45c each: 8-10 in. @ 65c each
M. L. HINODIGERI .....	7-8 in. @ 40c each: 8-10 in. @ 60c each
M. L. SALMON BEAUTY .....	7-8 in. @ 45c each

The heaviest retail demand for Azaleas in bloom comes at Christmas, Valentine's Day, Easter and Mothers' Day.

**But**—There is a steady demand all winter and spring—in **between holidays** for plants at a reasonable price.

Remember—you can't sell what you haven't got on display.

Give us a standing order to ship you a box of 25 or more Azaleas in mixed sizes and varieties every two or three weeks beginning October 1 through until May.

Put the plants on the bench and let them come into bloom in three to five weeks. No trouble and you will make a good profit, besides adding color and variety to your stock. The flowers stay saleable for a long period.

Then, order heavier in time to force for each holiday.

Florists are slow in adopting this policy of having Azaleas in bloom all through the selling season in between holidays.

If it wasn't for the heavy holidays sales of Azaleas we would just naturally starve to death.

In spite of the fact that we have been begging florists for years to stock Azaleas in bloom **AT ALL TIMES** only 76 of our customers have tried it **AND NOT ONE OF THE 76 HAS EVER QUIT**. Each year they write to us in the fall to start shipping every 2 weeks.

Our problem is to induce more florists to wise up to the steady income they are **LOSING** by their indifference.

## NOTES ON FORCING AZALEAS

We cannot over-emphasize the necessity of frequent and sufficient watering. Therefore water them more frequently than the other potted stock on your bench.

Nothing can prevent these Azaleas from coming into bloom if you keep them moist.

(An Azalea plant in bloom is one-third larger than when in tight bud.)

Do not apply any fertilizer or manure to our Azaleas while they are being forced, as each plant is fertilized by us before shipment.

They like warm, sunny daytime conditions, and syringing the tops helps the buds to break. Keep water off the tops after the buds break.

In forcing for Christmas it is advisable to pinch out all new growth that appears at the base of the flower buds.

Azaleas when half opened or even in bloom can be held in saleable condition for several weeks by placing in cool place out of sun **and keeping water off the flowers**.

We have prepared a table showing in condensed form the time required to bring Azaleas into bloom for definite dates during the forcing season.

## Think About This

We draw your attention to the value of our 3 and 4 inch pot size Azaleas for growing on into heavy 5 and 6 inch pot size Azaleas. They will make it in one season at a good profit to you.

If you want our 3 and 4 inch pot size Azaleas for growing on instead of for forcing tell us so in ordering and we can often give you a grade of plant with less flower buds but heavier growth.

## Number of Weeks of Forcing Required to Flower Various Azalea Varieties so as to Bring Them in at Definite Dates\*

Varieties Labeled	Christmas	Jan. 1—Feb. 1	Feb. 1—Mar. 1	Mar. 1—Apr. 1	Apr. 1—May 1	Mothers' Day
E	6 wks at 60°-65° 5 wks at 70°	5-6 wks at 50° 4-5 wks at 60°	4-5 wks at 50° 3-4 wks at 60°	3-4 wks at 50° 2-3 wks at 60°	Hold cool as possible	x x x
M	x x x	x x	5-6 wks at 50° 4-5 wks at 60°	4-5 wks at 50° 3-4 wks at 60°	3-4 wks at 50° 2-3 wks at 60°	x x x
L	x x x	x x x	x x x x	x x x x	Seasonal greenhouse temperature for 2 to 3 weeks	x x x
Ex L	x x x	x x	x x	x x	x x x x	Seasonal greenhouse temperature for 10 days to 2 weeks

\*Forcing periods and night temperatures as given in table must of course be accompanied by warm, sunny daytime conditions. Study this table and then figure where, in your glass area, you have a few feet of bench space where you can put the Azaleas so as to give them the temperature they need. They are not lussy. Any corner will do but don't let them get dry at the roots. Keep the pots moist.  
 \*\*All our Azaleas, not sold for winter forcing, are forced by us for Easter and Mothers' Day. You can order anytime within 30 days of the holidays and the plants we send you will be timed just right to come in for the holidays. We will reserve orders placed in advance and do our best to take care of last-minute telegraph and telephone orders subject to stock being unsold.

### Our Winter Storage and Forcing Layout

All our Azaleas for forcing or to be sold for forcing during the winter months and for Easter are wintered in sunny, well ventilated houses at a night temperature of 38-40 degrees, the temperature being maintained by electrically controlled thermostats.

Stocks of certain varieties intended for Mothers' Day are wintered in deep cold pits protected by sash and straw mats.

It costs real money to winter forcing stock in this way, but it is the only way to insure perfect plants with all the late-maturing top buds unblasted. You cannot be sure of perfect buds if you buy your forcing Azaleas from a grower who does not house his saleable stock during the winter. He may sell cheaper but three years out of four the late maturing buds will be blasted.

### Packing and Shipping

We have standardized our packing and can therefore ship all orders promptly. It is very, very seldom that all orders are not shipped on the same day as received. We guarantee quick service and no irritating delays.

When we receive your order each plant is wrapped separately in paper; and the plants are then packed in corrugated, fibre-board boxes of light weight but very strong construction. As an added precaution each box is lined with heavy waxed butcher's water-proof paper.

These boxes weigh only 20% as much as a wooden box of equal size, and, inasmuch as there are no nails and wooden cleats to fight, you can unpack the shipment in a jiffy.

Aside from saving in express charges and ease in unpacking, these fibre-board cartons are vastly superior to wooden boxes lined with paper when it comes to winter shipments during bitter weather. They are practically air tight and they certainly get the plants to you with the buds unharmed.

We have been packing Forcing Azaleas for many years and guarantee to get the plants to you in first-class condition at the lowest possible express charges. These plants travel by express at the second-class rate.

We are never keen about shipping Forcing Azaleas by freight and will positively not do so during the winter months or when buds are showing color.

Here are the weights of each plant size when packed:

- 3 inch pot averages 8 oz.
- 4 inch pot averages 1 to 1¼ lb.
- 5 inch pot averages 1½ lbs.
- 6 inch pot averages 2½ lbs.

### Small Orders

We ship hundreds of small orders and want hundreds more of them. Any order for \$2.00 or more is a good order from our standpoint, so don't be afraid you won't be taken care of. If you are uncertain just what to order send us the amount you want to spend and leave the selection to us. Mixed orders of more than one variety and size amounting to 25 or more plants will be sold at the 25 price.

### Business Terms and Conditions

If you have an established credit rating within the trade we will be pleased to extend credit, otherwise our terms are cash with order or C.O.D. Our credit terms are 30 days from date of shipment.

### ALL PRICES INCLUDE PACKING

Visitors welcome, but we will be decidedly more pleased to see you if you will come during business hours and lay off us on nights, Saturday afternoons and Sundays.

## *Telephone, Riverton 683*

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NURSERIES AT CINNAMINSON, N. J.

1¼ miles from Riverton, N. J.

Nine miles from Philadelphia on Burlington Pike  
(U. S. Route 130) New Jersey Route 25

Freight, Express and Post Office Address  
Riverton, N. J.



I cannot undertake to get orders together or load trucks after 5 o'clock p.m. or on Saturday afternoons and Sundays when my employees are riding around the country in their cars while I stay home and keep the place from going to Hell until Monday morning.

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**SAMPLES** Do not hesitate to order samples of any variety in any size. Plants speak louder than the printed word. Sample plants at the 10 rate. **Minimum sample order \$2.00.**